

**ERS: Rural Community Wealth and Health Care Provision
Provider Non-Respondent Incentive Letter 2015**

DATE

NAME
ADDRESS
CITY/STATE/ZIP

Dear [NAME],

Rural communities face continuing challenges in the provision of quality health care within an increasingly complex industry. The Community Assets/ Community Health (CA/CH) project is a research effort designed to address this issue in an innovative way. Researchers at Iowa State University and the U.S. Department of Agriculture's Economic Research Service want to identify how the unique assets of communities can contribute to strengthening their local health care, and how, in turn, a strong local health care industry can help communities to prosper.

You may recall receiving information about this project earlier this year. The researchers have chosen 150 rural communities in 9 states to study and [TOWN, STATE] is one of the communities chosen to participate in this research. The enclosed brochure describes CA/CH and its goals. The back of this letter also includes information about the researchers, project details, assurance of confidentiality and protection of research subjects.

As a [PROVIDER TYPE], you have been chosen to be included in this important component of the project. While we cannot provide full compensation for your time, please accept the enclosed \$40 gift as a token of our appreciation. Input from those who provide health care to these communities is vitally important. Please complete the enclosed paper survey, returning it in the envelope provided. If you prefer, you can complete the survey online at [URL], using the Username [USERNAME] and Password [PASSWORD]. It should only take about 15 minutes. The questions address your own background and experiences practicing in your community, as well as your reasons for beginning and continuing your involvement there.

Our hope is that this project will significantly benefit many rural communities like yours. Participation is voluntary, and you may choose not to participate without penalty. Any information you provide will be used only for statistical research purposes. Your responses will be kept completely confidential and the data that is reported will be summarized by groups of communities to protect the identity of respondents.

If you have questions or concerns, please contact Iowa State University project staff at sbrs.cach@iastate.edu or 515-294-4824. You may keep this letter for your records.

Thank you for your cooperation and assistance. We look forward to hearing from you soon.

Sincerely,

Janice Larson
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Ames, IA 50010